

Nayonika (00:011)

Hello and Namaste to everyone. Welcome to the second episode of My Voice, a podcast powered by the Multicultural Youth Advocacy Network in Australia. My name is Nayonika and my pronouns are she, they, and I'm your host for today's episode. I'm so excited to be having you all here today and have a great chat with our amazing guest for today. I can't wait to introduce you to her.

Nayonika (00:39.975)

Before we do kick things off and I give you the opportunity to get to know our guest, I want to acknowledge country and recognise that we are on different Indigenous lands wherever we are. And I want to pay my respects to Elders past, present and emerging. It's really important that we acknowledge the hardship and the hard work of First Nations people and communities who've given so much power to storytelling, so much power to all of our history as well, and it's really important that we acknowledge that in all of the work that we do.

Nayonika (01:06.391)

I want to really thank them for all the advocacy they continue to do and the opportunities they provide us. So thank you so much. I'm currently joining all of you from Gadigal land and Zara is also joining us from Gadigal land. So it's amazing to be here today. So this is a big reveal. Who's our amazing guest this week? Drum roll, it's Zara Seidler. If anyone doesn't know Zara, I'm sorry, but I'm an absolute fan girl.

Nayonika (01:35.207)

Absolutely amazing and I'm so sorry, I can't be here to have a chat with you and My Voice. My Voice is MYAN 's podcast that's developed by the Youth Ambassador Network within the MYAN community. And we're so excited to be interviewing amazing young people like Zara and, you know, sharing some of the work that they're doing, hoping it has a lot of impact. I'll give you a cheeky little intro about Zara. So, Zara, do you wanna introduce yourself or would you be happy for me to do that?

Zara (01:35.647)

Ha ha.

Zara (02:04.527)

No, I love this. You do it.

Nayonika (02:07.119)

Absolutely, perfect. Okay, so we've got Zara Saadla spotlight on hi everyone. Big claps for her. So, Zara is the co-founder of the Daily Aus. If you haven't already heard of them, they're an amazing social fest organization that looks at engaging over a quarter million young people through discussion of independent politics, through different social media platforms and also through news reporting.

Zara is one of the co-founders and you've worked across a number of different areas. If we're correct, you've worked in independent politics, you've been an advisor to independent federal cross-bencher Dr. Karen Phelps, and you've been a campaign manager for an independent Lord Merrill campaign. You've also worked for Sky News Research Australia, and you've done a research stint at Georgetown University, which is all, nothing short of amazing.

Um, and you've also been a commentator on prominent television programs, such as Q and a, the drum and the project. So that's fantastic. Welcome to our podcast and thank you so much for joining us.

Zara (03:03.703)

Thanks for watching!

Zara (03:14.207)

Thanks for having me. What an intro. I love it. I'm going to come here every day.

Nayonika (03:17.755)

Oh, absolutely. We'd love to have you keep discussing this. I know the Daily Oss loves partnership, so I'm secretly going to pitch mine to you.

Zara (03:27.492)

I love it, a shameless pitch, it's the best type.

Nayonika (03:31.876)

Absolutely. Let's kick into it. There's so much to chat about and I'd love to hear from you. Obviously you're the founder of the Daily Oz. There's so much buzz about how much cool work the Daily Oz does. Young people always have it on the tip of their tongues. Everyone around me is always talking about it. And you've really played that critical role in establishing media as a very reliable outlet for young people to find news, to find information.

Can you tell us more about your journey?

Zara (04:01.655)

Absolutely. It was a funny journey. So I was always the friend that people asked about the news. I was like, just, you know, I loved news. And when I was a kid, it was a weird thing. It's like, what kid loves news? But it was just a thing about me. So when I finished uni, I was like, oh, don't know what to do with that. So I'll just put that to the side, studied at uni, and then went into a range of different jobs because I was really just curious about.

what I could do that was in this world I loved, but obviously not my own thing because I was a 21 year old who had no idea how the world worked. But at that time, I met Sam, who's now my co-founder and my best friend, which is an excellent duo to have. And he was like, I wanna start this thing called the Daily Oz. And I want it to just be news for young people. That was kind of the full pitch, that's all we knew. And so we sat in a cafe and we went like.

let's do it. And from that day on, every single day, before and after work, we uploaded just what we thought our friends cared about. We wanted our friends to feel like they were informed, like they could talk about the news, whether they were on a date, or whether they were at their in-laws, whatever it was. And for a long time, nobody cared about what we were doing. It was just, you know, we always say, we were just talking to our mums, and that was kind of it. And then throughout COVID.

something happened, which is that I think for the first time everybody, no matter who you were, no matter what your socioeconomic status was, where you lived, how you lived, you were affected by the news and by politics. And so we saw a really big jump in our audience and from there everything just snowballed and suddenly it became this thing that could be a business when I'd always thought it would just be a passion project. And that was a really beautiful thing to have the opportunity to explore. And...

Now we are a business and I'm sitting in my office and we've got 16 staff and it's just an absolute dream come true.

Nayonika (06:01.969)

Well...

Nayonika (06:04.863)

That's awesome. That sounds really exciting. And I feel like it's so organic in the way you describe it that it sort of just happened and didn't feel forced. And I think it's one of those things where you

know that, you know, this is doing well when it grows organically as well. That sounds absolutely fantastic.

Zara (06:15.383)

100%.

Zara (06:24.127)

That's, no, but that's exactly it. And I mean, I talk to people, people ask me, because now we're in this kind of startup world. It's funny, we're in like the news world, but also the startup world. And people ask me like, do you think this is a good idea? Do you think I should do this? And I'm like, I have no idea. I just did something that I loved and now I get paid for that. And that is such a privilege, but I don't know whether something else is a good idea. I just know that my friends went reading the news and now they are. And to me, that is, you know, serving a purpose, but that's kind of just how I look at it.

Nayonika (06:31.965)

Yeah.

Nayonika (06:39.461)

Yeah.

Nayonika (06:53.891)

Yeah, no, that's fantastic. And I think there's so much pressure when you're in that sort of 20 something bracket of figuring your life out, knowing exactly what you want to do. So I think finding that space of doing something that you love and having an impact is so special. Um, and it's, it's interesting. No, absolutely. And it's interesting because it's snowballed from COVID. And it was one of those things where you could choose not to care about politics. And all of a sudden you're like,

Zara (07:03.058)

Yes.

Zara (07:10.788)

It's such a privilege.

Nayonika (07:20.391)

You have to care about politics because it's affecting everything about you.

Zara (07:25.063)

100%. One of the things I always say is that it's a privilege not to care about politics, because if you don't care about politics, then you aren't relying on the government for, you know, money. You're not relying on the government for housing. It's an absolute privilege if you have to have no interaction with the government. And so I think that COVID just stripped that all away. And it was like, doesn't matter who you are, you've got to care because they're not letting you out of your house. And so it was just, it changed everything. And I think it changed how

Nayonika (07:41.915)

Yeah.

Nayonika (07:48.769)

Yeah.

Zara (07:53.451)

people, especially young people, consume news and politics and information.

Nayonika (07:58.563)

Yeah, absolutely. I think that was quite pivotal for me in terms of just news because I have always been interested in politics, the law and things like that, and it's something I could, you know, rant on about for hours. But it was fascinating to see my friends around me who just chose not to engage wanting to engage all of a sudden. And it's really hard as a young person to find reliable sources to not get overwhelmed because there's so much and...

Zara (08:12.932)

Mmm.

Zara (08:18.923)

Yeah, yeah.

Nayonika (08:25.899)

or there's so little out there that's fact-checked as well. So I quite clearly remember when the Daily Ops came around, everyone's like, oh, this is easy to consume, and it's making sense, and I know what's happening. And I'm like, this is cool. It makes sense. Why would you not have this? How has no one thought about this before? But no, yeah.

Zara (08:35.651)

Ha ha.

Zara (08:44.867)

Yeah, that was the idea. That was the idea. It was just meant to be easy because there are so many obstacles for people to engage in politics and I think that's one of the things that politicians do themselves is make it really inaccessible. I was like, no, we're going to make it accessible. That is what democracy is about.

Nayonika (08:53.927)

Hmm.

Nayonika (09:04.035)

Yeah, no, absolutely. I think that's a really good segue into sort of leading me into the next question. Was there any pivotal moment that really shaped what The Daily Ozz would look like or what vision you and Sam had for, you know, the company that you've created?

Zara (09:22.231)

That's a really good question. I think one thing that is very clear about the Daily Aus is that it has remained very consistent.

throughout its entire lifespan. Like if you looked at it five years ago or you look at it today, it looks the same, it feels the same and it reads the same. And that was really important to us because we didn't wanna get too big for our shoes and it suddenly looked like a completely different thing. We wanted that accessibility to be at the core of it. I think that we've had lots of moments where we've had to shape the values of the.

company and what we want this company to be about and who we want it to represent. For example, we do a good news story every day as part of our five stories in the morning. I think that that and our objective to be an objective news source, i.e. not to take an opinion or an editorial stance, at one point we had to decide, are we going to make good news stories about...

Nayonika (09:58.247)

Mm-hmm.

Zara (10:23.103)

climate action, like is that going to be a good news story because that is inherently subjective and we decided that that's actually beyond partisanship, that's actually beyond young people see it as science and as you know.

black and white. And so we decided very early on, you know what, that does sound count as good news because there'll be a planet for other young people to be on. But it's stuff like that. That's just grown and iterated. And as we have more voices join the team, who have different life experiences, that shapes it as well. And I think it's just a really special thing to be a part of building a company and building the values and what we want it to reflect and how we want it to operate. Because media in this country is just...

Nayonika (10:42.399)

Mm. Yeah.

Zara (11:05.363)

abysmal in its concentration, I think, more than anything. And so to have a new player that's not owned by anyone and can actually just forge its own path is a very important place to be in, I think.

Nayonika (11:12.656)

Yeah.

Nayonika (11:18.851)

Yeah, no, absolutely. And I think it's really interesting that you've touched on the point that media in this country is in a state that doesn't reflect a lot of the views that young people have. And it's difficult to sort of figure out how to express yourself as well, because you don't have reliable platforms necessarily to do that as a young person. And sometimes do you feel that there's a lot of pressure on you and Sam to sort of

Nayonika (11:49.095)

hold the fort down for young people.

Zara (11:53.039)

Yeah, it's a lot. We once did a poll of our audience and asked them for how many of you is the Daily Oz your primary source of information and I think it came back as 75 percent. And when I saw that I was like, oh my god, I'm terrified. That is so much responsibility. But at the same time there's a reason for that. It's because it's young people talking to young people and that's what we want. We don't want to be spoken down to. We don't.

Nayonika (12:15.525)

Yeah.

Zara (12:19.359)

want a condescending tone about young people and avocado toast. We want the rental crisis actually reflected by young people who are experiencing it. And so I think it's a huge responsibility, but I'd rather it us than the overlords of those huge media companies who are completely out of touch with what young people are thinking and feeling.

Nayonika (12:25.091)

Yeah.

Nayonika (12:39.695)

Yeah, no, absolutely. And it's, I think it's really impressive, right? Because it's genuinely by young people for young people. And it sounds so controversial when you say it even now. But it also makes no sense. It's like, why would you not have young people doing things for young people? And why would you not take young people doing things like this seriously? It's so strange in my mind. Man, it's so strange in my mind. But-

Zara (13:04.843)

Not always the case.

Nayonika (13:10.231)

Do you find that, you know, there's a Zara out there for the public because you're doing such big stuff and there's a Zara who is a personal Zara with friends and community or are you the same person?

Zara (13:26.003)



I love this question. I think that I think I'm the same person because, no, I take that back. I think for the most part, I'm the same person. I think something that's been really tough for me throughout this journey is that I have a lot of opinions about a lot of things. And that I have had to learn that as a professional, it is absolutely not my place to express those opinions because

myself and by extension the daily hours functions as a source of knowledge for other people to then go away and form their own opinions and so I never want to be expressing my own opinion as if that is of importance and so you know throughout an election period or a time of turbulence I have had to learn

Zara (14:13.195)

that there is a czar that is out there that is neutral, that does not express opinions, that allows that space. And then there's the czar my family have to deal with who will chew their ear off about any given issue. But that's been something that has been a really interesting learning curve. You know, like being on a show like Q&A or...

Zara (14:33.859)

you're being prompted to speak about your own opinions, but you have to find a way to reflect young people and reflect your audience because that's why you're there without without the daily autism, absolutely nobody. And so that's been a really interesting kind of space to navigate for me that I'm still learning how to do and I still slip up sometimes, but yeah, I'd say that's that's the difference between the two.

Nayonika (14:56.411)

Yeah, well, I think it's so organic and raw though, because I think every young person sort of goes through that struggle and it's normal, right? You've got this public appearance and you are who you are in private. But out of curiosity, what's one lesser known fact about you that you'd like more people to know?

Zara (15:17.147)

Oh, is it allowed to be really rogue and not at all important? Stunning, because I played saxophone my whole life. And yeah, look, we're trying to start a...

Nayonika (15:23.631)

Yeah, absolutely, why not?

Nayonika (15:31.217)

Well...

Zara (15:32.727)

staff band. It's not going very well, but somehow there seems to be a very strong overlap between people that care deeply about the news and our journalists and people that play instruments, because like everyone in the office plays an instrument. Not sure about that Venn diagram, how it works, but I love it. And I love that music is my escape from, you know, the sometimes overwhelmingly dark nature of the news and that I have that.

Nayonika (15:42.695)

Yeah. Wow. Yeah.

Nayonika (15:58.821)

Hmm.

Zara (16:01.623)

kind of exit when needed.

Nayonika (16:04.867)

Yeah. Alright, that's fantastic. I mean, who knew you'd be a secret rockstar, right? I- I'm just-

Zara (16:11.552)

Yeah, look, there was a time when saxophone was really uncool. I'm pretty sure I was still there except sometimes at parties now there are saxophonists. I'm like, well, it was really nerdy in high school and now people are getting paid lots of money to play saxophone with a DJ and was I at the wrong time here? But you know, you learn.

Nayonika (16:28.731)

Yeah, I mean if you decide you don't want to make news anymore, you're like, I've got a back of Korea. So I think it's cracking it up. Why not? Yeah, no, absolutely. I mean still the linings for everything, right?

Zara (16:35.055)

Yeah, exactly. It's always that.

Zara (16:43.318)

Exactly.

Nayonika (16:44.251)

Um, no, yeah, that's, that genuinely was a rug, when I was not expecting it, but it also makes complete sense. Like, it makes complete sense that everyone in the office would play an instrument and that you're unsuccessfully trying to start a battle. Um, but I hope you're getting there. Yeah, you're getting there, you're getting there. Um, I mean, that puts a lot of interesting questions on my mind, but

Zara (16:49.952)

Ha ha!

Zara (16:56.338)

Yeah.

Zara (17:00.019)

Yes, exactly, but still trying.

Nayonika (17:10.703)

We've also touched on this a little bit about, you know, daily hours representing young people and you having to sort of maintain that neutral phase and deciding what signs, what's news, not being that opinion piece, what makes the daily hours different from other news media outlets? Otherwise, what, what, you know, sets you apart?

Zara (17:30.807)

I think a couple of things set us apart, and we've spoken about some of them. So the not taking an editorial position is one. The buy young people for young people, I think, is another, because there's not a single other one that is actually genuinely run. And financial decisions are actually made by young people and not by their parents. And I think that the other one is the success ability piece, because

We observed that a lot of legacy media assumes a lot of knowledge and that there's a lot of just kind of assumed prerequisite information. And so what I think separates us is that we don't expect there to be any level of, you know, contextual understanding to a piece. We presume that you are coming

fresh because a lot of people are. And a lot of people either haven't had the opportunity to learn about it or haven't been taught it.

Nayonika (18:02.067)

Hmm.

Nayonika (18:19.419)

Yep. Yeah.

Zara (18:25.959)

And so that's something really important to us, is that if you come to the Daily Ozz, it is the full story, not just the end kind of political piece that you're expected to know who everyone is and what they do and how they fit in and what the political mechanisms are. So I think that's probably our biggest point of difference that we've been trying this explainer journalism to do over the last couple of years and bridge that gap.

Nayonika (18:31.572)

Yeah.

Nayonika (18:40.104)

Yeah.

Nayonika (18:48.807)

Yeah, no, absolutely. And I think it's really fascinating you hit on that point because I think there's this general assumption that just because you live in this country, everyone has the same resources, everyone starts at the same level field, but that's generally not true. Like when you go to university, when you go to high schools, you know, when you have people flying through UAC and doing the whole, you know, shenanigan processing, it's quite complicated and you'll...

quickly realize people have different levels of knowledge, people have different levels of support and as a result they've been exposed to different things. And a country like Australia, it's so difficult when you homogenize that because there's genuine disparity and it causes a lot of internal struggle amongst young people I believe.

Zara (19:25.363)

Definitely.

Zara (19:38.999)

Absolutely, yeah, I couldn't agree more. And I think like on top of that, that there is a significant lack of media literacy because it's not been deemed, I guess, important enough to include in certain parts of education. And I think that if you couple that with very different lived experiences.

Nayonika (20:03.519)

Mm-hmm.

Zara (20:04.379)

how is anybody meant to open a newspaper and understand who it's paid for, what the position is and so on if that's just never been taught or exposed to. So I think, yeah, I'm always asked, you know, when I do kind of different events or whatever, what do young people think about X by Z? Well, young people are absolutely not a homogeneous block and there is so much diversity to that. So are you talking about young people in Sydney who live in a very specific bubble or are

Nayonika (20:29.704)

Mm hmm. Yeah.

Nayonika (20:34.140)

Yeah.

Zara (20:34.433)

And that's always something that I have to remind the questioner about is that we are by no means a homogenous block. But one thing that I do generalize is that everyone always says, young people are lazy, they don't care, they're complacent. And I'm always like, no, no, young people care. And I will generalize on that because I know that for the most part, that's absolutely true.

Nayonika (20:46.551)

aww

Nayonika (20:57.467)

Yeah, no, absolutely. I think it's an interesting intersection of young people care in different ways and they express it in different ways. And I think you've captured that so well that, you know, they're involved in different ways as well, because media literacy is different for everyone. But based on all that you do at Delios, what is one way that young people can be politically informed? Because there's just so much out there.

Zara (21:04.872)

Mm-hmm.

Nayonika (21:24.627)

And they are involved in the politics, whether they choose to be or not. So how can they be better informed?

Zara (21:29.999)

Yeah, yeah, it's a great question. I think that accessing, proactively accessing the information to then begin forming your own opinions and your own political views is a really good place to start. So starting to seek out resources that you believe to be factually based and again, that's so difficult without that literacy but...

Nayonika (21:43.363)

Mm-hmm.

Zara (21:57.895)

you know, in the Daily Oz's newsletter, we always hyperlink out to the resources that we're using and that's a great place to start if you wanna start reading primary sources of things. But also just to take it slowly, that you can't overnight become some political beast who understands the whole system and can affect change. I think it's a slow process, but starting it proactively and recognizing why it's important is a great place to start. And then...

once you've done that, you can start to build that political consciousness a bit more. But I think having that foundation of knowledge, I always struggle with people who fight with opinions that aren't based on actual fact or knowledge. So starting there is a great place to begin your journey that is a long one and most people spend their whole lives figuring out their values and how they see the world. And I think beginning that as a young person is really important.

Nayonika (22:50.107)

Yeah, no, absolutely. That's, that's torture. And I think, I think it's almost part of, you know, being a young person, it's, it's putting your feet into that scary little swamp of figuring out what your thoughts are, where the facts are, and figuring out what makes sense to you. And it gets trickier when you come from, you know, different cultural contexts and backgrounds as well, because there's a lot to figure out there, because you've got community opinion, you've got family opinion, you've got expectations.

Zara (23:05.312)

Mm-hmm.

Zara (23:15.641)

Definitely.

Nayonika (23:20.975)

But I think it becomes easier when you've got something like the Daily OZ that talks about things that young people care about. And is broken in a young person's language because it makes sense. It's so tricky, but I think that's where press and media plays a critical role. And we all know it's World Press Freedom Day on the 3rd of May. And it's so important we sort of keep that freedom of press going, especially for young people where like

Zara (23:33.431)

Mm.

Zara (23:48.223)

Definitely.

Nayonika (23:49.439)

scientific factualness is so important because bias when it comes to science has so many impacts on young people and from people who want a planet to exist it's really important we've got science out there. It's really hard. What do you think of the current media landscape in Australia in the context of you know everything that's there and I'd love for either Prash Malzahar who has a lot of opinions or

Zara (23:54.015)

Mm-hmm.

Zara (24:05.123)

Exactly, exactly.

Nayonika (24:18.996)

as usual to have a go. Eddie Zara is great.

Zara (24:23.531)

I think that there is an issue in this country of two monopolies. And look, I was actually speaking to someone about it the other day, because I think we're at this age now where to begin to deconstruct, for example, the Murdoch dynasty is a really difficult thing to do. And so I...

Nayonika (24:39.999)

Mm-hmm.

Nayonika (24:49.855)

it.

Zara (24:52.135)

I don't know that attacking it with laws is the best idea. I think that genuinely having legislation that encourages new players and encourages...

new media outfits to succeed in this country is going to be the way forward because ultimately you know two-thirds of the media market's owned by the same person. That is a significant problem but having new players who can contest that and contest ideas there is space for everyone and I think that we just need to provide an environment where those new players can succeed independently because a lot of the time we've just seen them being brought up

Nayonika (25:05.639)

Yeah.

Zara (25:33.757)

or News Corp. And so to have genuinely flourishing independent media, and I think we're part of an alliance of other independent publishers, and it's a really special feeling because we're out here by ourselves, but we're actually part of something bigger, which is that we can succeed as a group of



very diverse entities, and that there is room for everyone in Australia. And so I think there is a problem with the significant concentration.

in this country but there is a way forward and I think it's through supporting independent media.

Nayonika (26:06.895)

Yeah, and it's interesting you say that it's through supporting independent media because that is what I've always thought as well, right? Like it's so hard to dismantle something that's existed for so long when as a young person you're also trying to work against 45,000 other things. The housing crisis, it's the inflation, it's the hex, it's the finding an apartment to live in, it's the... there's so much going on all the time and sometimes I'm just like how do I not have grey hair?

Zara (26:13.373)

you

Zara (26:21.451)

Mm-hmm.

Zara (26:27.498)

Yeah.

Zara (26:31.467)

There's a lot!

Nayonika (26:37.491)

It's a bit confusing sometimes, but it's really special to hear you say that there are genuine organizations that are independent and are really trying to fight the wave. But in fighting that wave, it's so important to all technologies that the sort of dynasties that exist have an impact because of bias in reporting, because of negative discussions around

Zara (26:37.731)

Yeah.

Nayonika (27:00.175)

Cultural groups, especially as an organization like mine, like we acknowledge that it impacts people who look like us people us Ourselves myself people like you Um, and there's this focus on sensationalizing stereotyping groups we've heard about african gangs young people from xyz backgrounds Um, and it's harmful, you know, it affects us in so many ways Um, what do you

Zara (27:07.614)

Mm-hmm.

Zara (27:17.711)

Mm-hmm.

Zara (27:23.688)

Absolutely.

Nayonika (27:26.771)

throughout the TDA to avoid this? How do you, you know, share unbiased, like non misinformation based information?

Zara (27:37.971)

I mean, it's a huge question. And I think that the first thing I'll say is that we don't always get it right. No one does. But it is so central to what we do. Our biggest thing is we don't do clickbait. Like that is just a number one rule. We literally only got a website like last week because everyone was like, this looks fake. And so not having to drive people for clicks is a really nice way to actually tell the news.

Nayonika (28:04.210)

Yeah.

Zara (28:07.303)

it goes to this idea of this lived experience. It's that if you have people in a newsroom who are culturally diverse, who can tell those stories in a nuanced way, it shines through and it really does. And not to say that those people aren't working in other newsrooms, but I think when there's so much of red tape and there's so much bureaucracy on top of it, that you're going through seven editors until a piece gets out. Like here, there's not much.

Nayonika (28:36.285)

Yeah.

Zara (28:37.257)

editor we've got a fact checker because that was really important to us but other than that like the journalists are really telling the stories and so it means that there is that really authentic storytelling actually taking place and the other thing is that we often will get story ideas directly from our audience because we exist primarily on social media we can be contacted really easily and so someone will tell us a story about something they want reported and if

Nayonika (28:53.705)

Mm-hmm.

Zara (29:04.007)

through research it's deemed to be a genuine thing, we can start to tell those stories too, so that we're also reflecting the audience that we're serving. And so I think that through all of that we have managed to hopefully do as best we can in being sensitive in telling the stories of different life experiences.

Nayonika (29:22.331)

Yeah, no, absolutely. And it's really cool to hear that people can contact you because I think most young people assume that contacting a newspaper or someone who reports news is like a whole long, arduous process, but it's not. Yeah, yeah, it's... Oh, perfect, like good to know. Guys, if you wanna plug any news, Zara's gonna check your DMs. They're good stuff.

Zara (29:37.971)

Yeah, just DM us. No, I check our DMs every day.

Zara (29:47.739)

Yeah, please no more hate though. I don't love reading the hate, but there is also, yeah, yeah, I mean, everyone gets hate. I think sometimes there's, yeah, I think what I've narrowed it down to is that now, a lot of people want news to be more of an activist vehicle than a passive storytelling vehicle.

Nayonika (29:52.402)

Wait, wait, wait, you get hate? You get hate?

Nayonika (30:14.120)

get.

Zara (30:15.259)

or a news reporting vehicle. And it's a really fine line because I understand and there is a place for that, but we are not that place. And so if we merely report the facts and don't take a position on something that can anger people and they make that known to us, sometimes more kindly than other times. But I think it's all part of it. And that is the freedom.

Nayonika (30:24.071)

Yeah.

Zara (30:39.911)

you know, of speech and that's all well and good. So we have this 24 hour feedback loop of just information and how people are feeling about us all the time, which is a funny place to be.

Nayonika (30:51.676)

Yeah, no. I mean, it's genuinely hard, sort of, consuming all of that as a young person, because you're in that double-edged sword situation of, I'm still figuring life out, but I'm also doing something important, so it's like, oh no, I want to cry, oh no, I have to go and do my work at 9am because that's what I'm being paid to do. Which is-

Zara (31:05.275)

Exactly.

Zara (31:10.932)

Yeah

Zara (31:15.587)

Yeah, yeah, exactly. Always a balance.

Nayonika (31:18.551)

Yeah, no, it's really tricky. In having said that, I mean, I know there's hate, but to sort of put that into context, I'm assuming it does affect people's mental health, you know, when they're sort of creating

work, when they're getting feedback like that, because as you said, it's a fine line, it's a tricky balance. Sometimes you have a grip on it, sometimes you don't. How do you, what strategies do you have? How do you manage that in the midst of creating news, but also...

Zara (31:40.209)

Mm. Mm.

Nayonika (31:47.043)

How do you recommend young people to manage their mental health when they're consuming news that might be challenging?

Zara (31:54.267)

Yeah, it's something I'm still working on. I don't think I've nailed it. I think I'm, I find it very difficult to separate myself from my work and from the news, which is, as I said, 98% dark. But I think I struggle with when people say

you just have to turn it off sometimes, just turn it off, because that's actually just not how the world works. And again, it goes to that point of privilege that if you can turn it off, then you're not being directly affected by it. And so I think it's about moderation. And I think it's about seeking out good news where possible. And so that's why we try to include good news, because one of the things we heard was, it's just too negative. And I completely understand that. And so we're trying to break down these barriers by including good news, including some of that lighter stuff.

Nayonika (32:20.071)

Yeah.

Zara (32:45.163)

but I think just not keeping it in moderation but not turning it off completely so that you still know what's going on but it doesn't overwhelm you is how I try to see it.

Nayonika (32:50.760)

Mm-hmm.

Nayonika (32:55.291)

Yeah. Yeah, no, absolutely. I think it's such a tricky one because when I try and think about it, I went through a stage of just wanting to consume the news all the time because I'm like, I have to know everything because it's part of my life, especially during COVID. And then I went through the stage of I don't want to read anything because it's just sad and depressive espresso. Like, I don't like it. And it's a tricky balance to have. And as you said, that moderation is also a-

Zara (33:14.935)

Yeah. Complete fatigue. Yeah. Yeah.

Nayonika (33:25.147)

tricky. And it's like, you know, as a young person, I'm expected to exercise self-control, which is a whole process in itself. And I'm like, oh, cool, maybe one doom scroll, another one. And it's hard to balance that. But I mean, it just makes it even more real, you know, the fact that you're the co-founder and you're still getting a handle on it just shows that.

Zara (33:37.333)

Yeah.

Zara (33:52.108)

Mm, mm.

Nayonika (33:52.283)

young people don't have to do it perfectly, but acknowledging that is super important. And that we're all just learning in public. Yeah, always work in progress. With the work in progress, I mean, you've been a startup that's been around for a while, but you're obviously still growing. And you're enjoying a lot of success amongst young people. And as you said, 75% of them rely on the TDA as their primary source.

Zara (33:56.503)

by no means.

Zara (34:00.791)

Work in progress. Yeah.

Zara (34:12.503)

Hmm. Hmm.

Nayonika (34:21.479)

Was this sort of success unexpected or were you sort of expecting it? How, how, how do you feel about it?

Zara (34:27.735)

Absolutely not. There is no world in which I expected this. I think that it just happened. I just, I never, when we started it, I never expected it. Once it started to take off, now I'm just really grateful because I think that it's just.

I love coming to work every day. I love what I do. And I love seeing a material difference. Like the election was a really big high point for us. You know, we saw youth enrollment skyrocket and the types of messages we received of like, this is the first time I felt like I actually knew what I was voting for, things like that. Like, that is just the coolest thing ever. And so I don't take it for granted at all. I didn't expect it, but now I just want to make it bigger and better and reach more people.

Nayonika (35:01.843)

Mm-hmm.

Nayonika (35:23.655)

Yeah. Yeah.

Zara (35:24.377)

people. And, you know, it started super organically from salmon iron, it grew around us. But as a result of that, it has been like very, for example, urban centric. And so now we need to grow it outside of urban centres. And there's so much potential for growth, that like we're not speaking to so many young Australians that we could be. So that's kind of our next frontier.

Nayonika (35:47.031)

No, that's awesome. I mean, you've already answered my next question, which is what does the future of the daily host look like? Do you have any specific areas of growth that you're looking at? Obviously, non urban centers, but is there anything else that radar?

Zara (36:01.296)

Yeah.

Zara (36:03.919)

non-urban centres and also trying to reach that younger part of the demographic. So we always say 18 to 35 is kind of our sweet spot, but I also want to be targeting school leavers and you know that kind of 16 to 18 demographic because they're going to turn into first-time voters very quickly and if we're intercepting them at that age I think it's a really good way to start building healthy media habits at a really young age and so you know like we're trying to

Nayonika (36:28.702)

Yeah.

Zara (36:33.113)

newsletter and we're trying to really just reach people in lots of different ways so that if, for example, social consumption isn't the way that you like to consume information, then you don't need to do it that way. If you like podcasts, if you like newsletters. So we're just trying to really diversify the way that we reach people so that there are no obstacles to actually getting to them. But no, I think we just need to keep what we're doing but amplify it to new people all across the country.

Nayonika (37:00.847)

Yeah, no, absolutely. And I love the idea of that. But I also recognise the difficulties it can have, because young people across different regions consume things differently. It's fairly easy to have a phone, have proper internet access and, you know, access to social media in the urban regions. But, you know, having that in out of metro regions is another conversation itself. Then there's this question about community trust and

Zara (37:12.887)

Definitely.

Zara (37:19.095)

100%.

Zara (37:27.159)

completely.



Nayonika (37:30.503)

you might have your opinions, but you know, finding safety to express your opinions as a young person, it's a whole other ballgame that, you know, that comes into question. And it's a fascinating conversation if you think about it, is to, you could be doing things, but will those things be accepted because you're fighting the grain so much.

Zara (37:36.521)

Mm-hmm.

Zara (37:50.761)

Yeah.

Zara (37:53.355)

But it's about, I think for us, well, I didn't realize how uncomfortable headphones and hoop earrings could be. It's about for us trying things and seeing what works. The whole thing is that like, everyone when they think of young people, they just think of like one way of being and learning and consuming. And we're trying to break that and say, well, this might work for this specific demographic, but it absolutely will not work for this other one. And how can we reach them differently?

Zara (38:23.369)

trailing, like we have a head of growth who just joined us and his whole job is just figuring that out, like figuring out how we can reach more people and what will work and genuinely mimic their consumption habits.

Nayonika (38:31.709)

Yeah.

Nayonika (38:35.035)

Yeah, no, absolutely. I think that's fantastic. Like that genuinely excites me because it's sort of refreshing to hear that, you know, someone's treating young people not as a homogenous group, we're not all the same, we don't have all the same opinions or the lived experiences. And it's not a one size fits all model that works for us. You've got to try different things. But in having said that, it's also important to acknowledge that, you know, all of us have different media literacy levels as well.

Zara (38:46.717)

Mm.

Nayonika (39:04.775)

Just because, you know, some of us have better equipped skills doesn't mean that all of us do. In having said that, how do you recommend, like, are there any three key things you'd recommend young people to do to engage with media and politics a bit more?

Zara (39:12.023)

Mm-hmm.

Zara (39:24.147)

I think, follow the daily odds, but I think that a resource that is oftentimes just neglected because it's scary is actually reaching out to your local member. No matter where you are in the country, you have a local member and it is their whole job to represent you. And when I worked in my local member's office at the time, my whole job was to...

Nayonika (39:25.579)

Thank you. Bye.

Zara (39:51.975)

talk to and arrange meetings for constituents with the member. And that makes up 90% of their job. You don't see it because all you see is them yelling at each other in Canberra. But I think that it's a really, like, your issues are their issues, and they have to.

you know, it's in the mandate, represent what your issues are. And so if you do have concerns and if you do want to speak to somebody whose job it is to care, I think that reaching out to your local member, you know, you that very accessible by socials now, but also the information, their office address, all of that is online. And I think that oftentimes they're just this like scary thing off in the distance. And I'm very strong on.

Nayonika (40:33.769)

Mm-hmm.

Zara (40:37.311)

they need to be accountable and they are held accountable by hearing directly from you. And so I would really advise that if there's something that you're unhappy about, something you want changed, go to the source, they're the people that can change it.

Nayonika (40:49.135)

Yeah, no, that's amazing. And it's, it's so scary, because as you said, they are there to be accountable. But as a young person, we don't have those media skills, we're never taught how to do that. But I think it's, it's such a muscle that you exercise and you eventually have to push yourself to just just do it.

Zara (41:02.079)

No.

Zara (41:08.359)

Yeah, and it actually, again, is one of those things that it is portrayed by media, by whoever, as a really difficult thing, but in reality, you can pick up the phone and call them. And they might, their office might not answer, you might get a staffer, you might get someone else, but again, they have to serve you.

Nayonika (41:29.743)

Yeah, no, absolutely. It's, it's such a work in progress, as you said, you're constantly learning and you're constantly challenging yourself. Um, I, it's been fantastic having you having all of these discussions and this, I could go on for hours and have so many of these conversations about young people and politics, but I'm conscious, you know, we don't want to overwhelm young people and this is a good place to start, you know, to quickly understand.

Zara (41:53.859)

Mm.

Nayonika (41:56.723)

Follow the Daily Oz, step one. Step two, get in touch with your local member. But also put yourself out there. There's news to be considered. Check your FAP, see what you want to find out. Are there any cool events, any promos that the Daily Oz is doing that you'd love for young people to check out?

Zara (41:59.809)

Yeah

Zara (42:04.199)

Yeah, definitely.

Zara (42:16.995)

Events is one of those things that we're like, we need to do it. We're going to do events, we're gonna do it, especially in the lead up to The Voice. I mean, we haven't even spoken about that referendum, but that is something we see as really pivotal role for us to play in.

Nayonika (42:20.403)

Okay.

Nayonika (42:25.011)

Yeah.

Zara (42:32.755)

providing that foundation of knowledge. And so we're looking to do events in different cities across the country to just answer people's questions. How does a referendum work? What am I voting for? And just bring some First Nations voices from across the spectrum to young people. So that's something that we're planning to do. But other than that, I think also just start having conversations with friends. You'll find out that, you know, there's a reason you like your mates. It's cause you see the world.

Nayonika (42:38.776)

Mm-hmm.

Zara (43:01.159)

in a similar way or in a different way, but start having conversations. And I think that's the best place to start. It's how we've seen, you know, like community independents get up in the federal election because of these kind of dinner chats. And I think it's a good place to start if you care about things and want to learn.

Nayonika (43:19.011)

Yeah, absolutely. And, and yeah, to all our listeners out there, I'm sure there's everything and anything that you care about that has value and the daily hours definitely recognizes that, you know, if you want to stop politics, that's fair. If you want to talk about the environment, that's fair. If you're gonna talk about sports, there's room for everything because everything and everything's influenced and affected by government decisions. So, you know, whatever you care about, there's room for it.

Zara (43:34.711)

Mm-hmm.

Zara (43:37.143)

Absolutely.

Zara (43:43.231)

Absolutely.

Nayonika (43:46.215)

Definitely give the daily hours a listen in the most cliché sense of things possible. Give them a like, share their content, follow their social media. But it's been so fantastic having you, Zara. It's been great to generally hear from you and know that young people are doing stuff like this out there because it's so important that we have people like you doing the work. And if you're hiring, let us know. I'm sure more young people are keen to work for you. It would be fantastic.

Zara (43:53.514)

Hehehe

Zara (44:12.471)

Absolutely. Absolutely. We'll let you know. Thank you so much for having me. Really appreciate it. Bye.

Nayonika (44:16.943)

Awesome. Thank you so much. Thank you. No, thank you so much. Bye.